FCC breaks up the clears □ Turner's news network turns on □ Cable Net Two ready for action

Broadcasting Jun 2

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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The Week in Brief

TOP OF THE WEEK

BREAKING DOWN THE CLEARS ☐ The FCC approves a plan to create 125 new unlimited AM's 750 miles from the dominant stations and operative on the same or adjacent frequencies. **PAGE 28.**

IT'S BOARD TIME IN WASHINGTON ☐ The NAB's TV and radio boards face a full agenda this week in the nation's capital. Included is a White House session Thursday. Fritts is expected to be chosen radio chairman; King is unopposed as TV choice. **PAGE 29.**

CABLE NET TWO ☐ The Comstar II satellite becomes operational today, but most of its transponders remain unused. **PAGE 30.**

ARBITRON RADIO FLAP ☐ The measurement firm's proposed rate increase prompts concerned broadcasters to seek an all-industry group to negotiate in their behalf. **PAGE 32.**

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COX WALKS AWAY ☐ It petitions the FCC to reconsider approval of the GE-Cox merger, a move that stymies consummation of the $650-million transaction by the May 31 deadline. **PAGE 36.**

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RADIO'S GOOD NUMBERS ☐ RAB board is complimented for the association's "Radio, It's Red Hot" campaign that helped national sales jump 35% in first quarter. **PAGE 48.**

NEW REP FOR INDEPENDENTS ☐ The Katz Agency and Field Communications set up a sales organization. **PAGE 50.**

JOURNALISM

STILL FINDS FAULT ☐ DuPont's annual survey cites a decade of growth in the scope and skill of broadcast journalists, but notes shortcomings of stations and networks. **PAGE 52.**

CAUGHT IN THE MIDDLE ☐ CBS fumes when the State Department cites a 1963 embargo and blocks delivery via satellite of a news story from Havana. **PAGE 53.**

THREE'S A CROWD ☐ Carter declares he won't participate in a debate that includes Anderson. The independent candidate reacts with criticism. And Reagan says he is willing to face either or both. **PAGE 54.**

CNN'S NEVER-STOPPING CLOCK ☐ Turner's Cable News Network goes into the starting gate with its 24-hour service. **PAGES 55, 56.**

LAW & REGULATION

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COVETING WOR-TV ☐ New Jersey's senators want the FCC to reallocate the channel 9 facilities of the jeopardized New York station to their state. **PAGE 57.**

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ANOTHER SHOT AT NAB ☐ A Denver consulting engineer, who served on the U.S. delegation to Buenos Aires, rekindles criticism of the NAB's 9 khz position **PAGE 62.**

DIGITAL STANDARDS ☐ An EBU study group opts for coding in component rather than composite form. Chroma-key problems are found in tests of 12 mhz for brilliance and 4 mhz for the two color components. **PAGE 62.**

PROFILE

PIERCE'S LEGACY ☐ When Timmi Pierce steps down next Saturday as president of AWRT, she will leave a long list of plusses for the association. Her record stems from perspectives that the NBC's affirmative-action executive gained during 17 years in broadcasting. **PAGE 81.**

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TV network sales rise in 1st quarter

ABC posts biggest gain in quarter containing Olympics

Television network sales for the first three months of 1980 rose 13.7% above the level for the same period a year ago, reaching $1,232,079,700, with ABC-TV getting 38.7% of the total, CBS-TV 32.1% and NBC-TV 29.2%.

ABC, which was nosed out by CBS in the prime-time ratings race this season after four years of dominance, boosted its first-quarter sales by 22.6% to $476,529,700—no doubt with some help from the February Olympics, though individual monthly totals were not disclosed. CBS's three-month total was up 12.8% to $395,364,300 and NBC's was up 4.6% to $360,185,700.

The estimates were compiled by Broadcast Advertisers Reports, which has replaced its weekly reports on network sales with monthly and quarterly reports ("Closed Circuit," Dec. 3, 1979). Individual network totals are shown only in the quarterlies.

Across the broadcast day, ABC had the fewest commercials but got 30% more for each one, on average, than did CBS, and almost 40% more than NBC.

Thus ABC's commercial minutes totaled 9,744 over the quarter, averaging out to $48,905 a minute. CBS had 10,540 commercial minutes, averaging $37,511 each, and NBC had 10,243, averaging $35,164.

A total of $607,618,700, or virtually half of all three-network revenues for the quarter, came in the Monday-Sunday 7:30-11 p.m. NYT block, which corresponds closely with prime time. There were 5,327 commercial minutes in that period, averaging $114,064 each.

Weekday daytime (10 a.m.-6 p.m. Monday-Friday) had $277,473,100 in revenues from 13,519 commercial minutes, which averaged $20,525 each. Saturday-Sunday daytime (sign-on to 6 p.m.) had 4,732 minutes yielding $150,936,800, or $31,897 a minute.

Early fringe (6-7:30 p.m. Monday-Sunday) produced 1,630 minutes and $91,497,600, or $53,133 a minute, while late night (11 p.m. to sign-off) had 3,267 minutes that yielded $88,258,600, averaging $27,046. Early-morning (sign-on to 10 a.m. Monday-Friday) accounted for 2,052 minutes and $16,194,000 for an average of $7,892 a minute.

Network revenues for March alone reached $435,148,700 for a 17.5% increase over March 1979. The February total was $400,674,700, up 13.4% from February a year ago. In January the figure was $385,473,700, a 10.0% increase from the year before.

Radio's not doing so badly, either

'Red Hot' campaign lauded as hit, with 35% increase in national business over '79

Radio's substantial advertising gains in the first quarter and efforts to consolidate those advances were highlighted at a Radio Advertising Bureau board of directors meeting in Tarpon Springs, Fla.

Speakers credited the RAB's "Radio. It's Red Hot" advertising campaign as one factor that has contributed to the robust state of radio. The board of directors agreed that the six-month campaign should be continued, and that a consistent advertising effort should be sustained over the next few years.

RAB President Miles David cited these indicators of the success of the campaign: Stations have received more than 500 inquiries from advertisers for more information about radio; hundreds of stations have sold local advertisers who had telephoned in response to the "Red Hot" messages, and a readership study showed that the campaign had higher-than-usual scores.

David also reported that the percentage gain in national radio for the first quarter of 1980 promises to be higher than for any first quarter in the past 10 years. David said the data points to an increase of upwards of 35% in national radio expenditures over 1979, which he said was "rather flat."

Good news also came from an agency speaker, Tony Nacinovich, senior vice president and associate media director of Ogilvy & Mather, New York. He said O&M's "One-on-One" presentation on the future of media in the 1980's [BROADCASTING, March 3] indicates that radio will grow in economic efficiency in relation to other media. He also said that O&M had increased its use of radio in the first quarter of 1980 by 92% over last year's first quarter.

Robert H. Alter, RAB's executive vice president, disclosed plans for an RAB-sponsored Managing Sales Conference to be held in early 1981. He said the three-day meeting, the first of its kind, would concentrate on sales management in the areas of hiring, training, rate-card planning, inventory control, motivation, goal setting and development of new sources of revenue. A committee of broadcasters, headed by Richard Harris, president, radio stations group, Group W, will develop topics and concepts for the conference. RAB officials said they expect 700 or more station sales managers and general managers to attend the conference.

Mark Mullin, who recently joined the bureau as senior vice president, national sales, outlined the strategy RAB will follow to bolster national advertising. He and his staff will emphasize to agencies that there is a need to upgrade the creative output in radio. They intend to bring examples of stimulating commercials to the attention of agencies.

Michael Lareau, chairman of the RAB Plans Committee and executive vice president and general manager of WOOD(AM) Grand Rapids, Mich., reported that member stations are pleased that RAB had adopted many of their ideas for the sales tools the bureau has developed.

Richard Montesano, senior vice president, RAB, sales services, described some of the sales tools, including those pro-

Television network sales

March

	1979	1980	% change
Daytime	$130,928,000	$155,782,800	+19.0
Mon.-Fri.	83,524,800	98,574,400	+15.3
Sat.-Sun.	45,403,200	57,208,400	+26.0
Nighttime	239,353,300	279,365,900	+16.7
Total	$370,281,300	$435,148,700	+17.5

January-March

	1979	1980	% change
Daytime	$372,836,900	$444,604,800	+19.2
Mon.-Fri.	243,024,500	293,668,000	+20.8
Sat.-Sun.	129,812,400	150,936,800	+16.3
Nighttime	710,328,600	787,474,900	+10.9
Total	$1,083,165,500	$1,232,079,700	+13.7

Quarter	ABC	CBS	NBC	Total
Jan-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700

In Contest

Designated for hearing

■ Anderson, Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of Shasta Broadcasting Inc., Jancur, Inc. and Mountain Valley Broadcasting Inc. for new FM on 94.3 mhz at Anderson, to determine all three applicants' ascertainment efforts; whether Jancur and Mountain Valley are financially qualified; whether Shasta complied with Section 73.2080 of Rules; whether John Bach misrepresented his financial status in section III of Mountain Valley's application; which application, on comparative basis, would best serve public interest; and which, if any, should be granted. (BC Docs. 80-224-26; BPH-10640, 11115, 11112). Action May 9.

■ Palm Springs, Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of RTC Broadcasting Corp. and Palm Springs Broadcasting Co. for new FM on 106.1 mhz at Palm Springs, to determine if RTC is legally qualified to construct proposed station; whether applicants are financially qualified; Palm Springs' ascertainment efforts; which of proposals, on comparative basis, would better serve public interest; and which application, if either, should be granted. (BC Docs. 80-227-28; BPH-10991, 780831AD). Action May 9.

■ Redding Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of Colgon FM Communications Corp. and Redding FM Communications Inc. for new FM on 104.3 mhz at Redding, to determine whether both applicants are financially qualified; whether Redding has complied with Section 73.2080 of Rules; which of proposals would, on comparative basis, better serve public interest; and which, if either, should be granted. (BC Docs. 80-222-23; BPH-10273, 10275). Action May 9.

■ Hinesville, Ga.—Designated for hearing in consolidated proceeding mutually exclusive applications of Liberty Broadcasting Co. and Hinesville Broadcasting Corp. for new FM on 92.1 mhz at Hinesville, to determine whether applicants are financially qualified; whether Liberty misrepresented its financial status by concealing $131,452 corporate obligation to First Bank of Savannah; which of proposals, on comparative basis, would better serve public interest; and which, if either, should be granted. (BC Docs. 80-229-30; BPH10493, 10665). Action May 9.

■ Eunice, La.—Dismissed application of Tri-Parish Broadcasting Co., for new FM on 105.5 mhz at Eunice, and designated for hearing in consolidated proceeding mutually exclusive applications of Acadiana Broadcasting Co. and Eunice Broadcasting Inc. for new FM on the same frequency and location to determine if Eunice is financially qualified; Eunice's ascertainment efforts; which of proposals, on comparative basis, would better serve public interest; and which if either, should be granted (BC Docs. 880-231-32, BPH-11123, 780828AC, 780831A0). Action May 5.

■ Eastland, Tex.—Designated for hearing in consolidated proceeding mutually exclusive applications of MicroMedia and Carnette Broadcasting, Inc. for new FM on 96.7 mhz in Eastland, to determine if applicants are financially qualified; MicroMedia's ascertainment efforts; which of proposals, on comparative basis, would better service public interest; and which, if either, of applications should be granted 80-220-21, BPH-11194, 781023AO). Action May 9.

Allocations

Requests

■ Phoenix, Ariz.—Donald C. Jerome et al request amendment FM Table of Assignments to assign 103.5 mhz to Phoenix (RM03661). Ann. May 20.

■ Augusta, Ga.—Santee-Cooper Broadcasting Co. requests amendment FM Table of Assignments to assign 98.3 mhz to Augusta (RM—3658). Ann. May 20.

■ Rushville, Ill.—Steve Waters requests amendment FM Table of Assignments to assign 96.7 to Rushville (RM—3657). Ann. May 20.

■ Lagrange and Auburn, both Indiana—Paul D. Mowery requests amendment FM Table of Assignments to assign 105.5 mhz to Lagrange, and substitute 102.3 mhz for 105.5 mhz at Auburn (RM—3662). Ann. May 20.

■ Bend, Ore.—Terry A. Cowan, requests amendment FM Table of Assignments to assign 97.5 mhz to Bend (RM—3660). Ann. May 20.

■ Batesbury and Saluda, both South Carolina—William K. Durst requests amendment FM Table of Assignments to reassign 92.1 mhz from Batesburg to Saluda, and that 95.3 mhz be substituted for 92.1 mhz at Batesburg (RM—3666). Ann. May 20.

■ Kingwood, W. Va.—Preston Communications requests amendment FM Table of Assignments to assign 96.7 mhz to Kingwood (RM—3663). Ann. May 20.

■ Romney, W. Va.—Peter A. Bozick requests amendment FM Table of Assignments to assign 100.1 mhz to Romney (RM—3659). Ann. May 20.

Translators

Applications

■ Arvin and Lamont, both California—International Panorama TV Inc., seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 20 ft) to rebroadcast directly KTBN(TV) Fontana, Calif. Ann. May 19.

■ Trinity Center, Calif.—North Lake Translator Group seeks CP for new VHF translator on ch. 2 (TPO: 5 w, HAAT: 40 ft) to rebroadcast directly KTVL(TV) Medford, Ore. Ann. May 19.

■ Hinkley, Minn.—Channel 10 Inc. seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 299 ft) to rebroadcast directly WDIO-TV Duluth, Minn. Ann. May 19.

■ Providence, R.I.—WTEV-TV Inc. seeks CP for new UHF translator on ch. 48 (TPO: 100 w, HAAT: 532 ft) to rebroadcast directly WTEV(TV) New Bedford, Mass. Ann. May 19.

Cable

■ Following cable service registrations have been filed:

■ Clinton Cablevision Assoc. for Clinton, S.C. (SC00094) add signal.

■ Continental Cablevision of Ohio Inc. for Fostoria, Jackson, Louden and Perry, all Ohio (OH0034,550-52) add signal.

■ Omegavision Inc. for Smokey Straight, N.C. (NC0224) new system.

■ Action CATV Inc. for Cedar, Utah (UT0039) new system.

■ UA-Columbia Cablevision of Westchester Inc. for Elmsford, N.Y. (NY0468) new system.

■ Dorchester Cablevision Inc. for Dorchester, S.C. (SC0148) new system.

■ Helicon Corp. for Brownsville, Luzerne, Redstone and Jefferson, all Pennsylvania (PA1023,21,22,25) add signal.

■ Fayette Cablevision Co. for Uniontown, North Union, South Union, Georges, and Fairchance, all Pennsylvania (PA0681,79,80,78,77) add signal.

■ Master Telecable Inc. for Quinwood, W. Va. (WV0618) new system.

■ Centex Cablevision Corp. for Rule, Tex. (TX0507) new system.

■ Krumme Cable Co. for Okemah, Okla. (OK0191) new system.

■ Audubon Electronics Inc. for Easthampton, Westhampton, Southampton, Mansfield, all New Jersey (NJ0416-19) new system.

■ Tualatin Valley Videocable Co. for West Linn, Ore. (OR0226) new system.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

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Name _____

Company _____

☐ Business Address
☐ Home Address _____

City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations ☐ Yes ☐ No

Signature (required) _____

☐ 3 years $120 ☐ 2 years $85 ☐ 1 year $45
(Canadian and international subscribers add $12/year).

☐ 1980 Yearbook $55.00
(If payment with order: $50.00)

☐ Payment enclosed ☐ Bill me

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